

Marketing and Sales Positions

- Account Executive

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Reports To: Marketing and Sales Director

Position Requirements:

- General knowledge of KTSW and broadcast media
- Preferred to have basic knowledge of Adobe Creative Suite
- Responsible for establishing and maintaining new and existing relationships with businesses
- Be confident in speaking both over the phone and in person; cold calling is necessary in this position
- Be able to keep up with your accounts/client on a regular basis to ensure they are content with our services
- Ability to create and schedule meetings in order to execute sales
- Ensures spots sold are completed creatively, accurately, and in a timely manner
- Flexible Schedule
- Performs other duties as assigned

Skills:

- Understanding how to use social media and other promotional materials to spread awareness of the station in a professional manner
- Ability to listen, write, and speak effectively
- Highly motivated self-starter who takes initiative with minimal supervision
- Ability to relate to your co-workers, inspire others to participate, and mitigate conflict with co-workers
- Ability to plan, organize, and implement tasks within an allotted timeframe
- Dependable, responsible contributor committed to excellence and success

Notation:

V = Volunteer (paid by stipend or commission)